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## Festival of Conner, Apayao as Village Tourist Farm Attraction

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### Abstract

#### Keywords:

Panagbunga  
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tourism; fruit  
festival;  
significance.

Farm activity has the potential to be developed as a tourist destination, the problem is why it has not developed optimally. This study aims to assess the perception of the Panagbunga Festival in Conner, Apayao. The study is descriptive method of research. There are 110 respondents in the study. Data was collected through a structured questionnaire. Results revealed that regarding tourism importance, the participants strongly agreed Panagbunga Festival promotes and showcases Conner municipality as the fruit basket of the north. Regarding cultural relevance, the participants who consider themselves fruit lovers strongly agreed that the Panagbunga Festival enhanced local pride in culture. Regarding socio-economic value, the participants strongly agreed that Panagbunga Festival improves the employment and standard of living of the farmers. As to the promotional measures to promote the festival, Television advertising ranks first. It is concluded that the Panagbunga Festival of Conner, Apayao provided the perceived promotion to the increase of fruit production within the municipality and to the realization of its vision to become the fruit basket of the north. So promotion through festivals is very important for developed as a tourist destination.

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## INTRODUCTION

Festivals are instruments for tourism and culture development branding (Palupi et al., 2019; Gusti et al., 2021; Hastuti, 2005; Balirwa & Waholi, 2019)). These festivals are carefully planned to create the appropriate "first impression" to make a place an acceptable tourist destination (Bulu et al., 2020; Soleha et al., 2020). Some festivals are clone to commemorate events in history (Soleha et al., 2020) or show gratitude's for good harvest ((Valck et al., 2021; Palupi et al., 2019; Bakhtiar et al., 2020). Festivals in the Philippines are celebrated to boost tourism and attract tourists. In the Philippines, people love big and colorful celebrations that mark their culture and homage to history, religion, and customs.

As the country's tourism slogan says, it's really "more fun in the Philippines" tourists from all over the world and even local tourists, travel around the Philippines not just to experience its beaches and picturesque sights, but also to catch the country's greatest festival that can give new meaning to merriment, feasting, music, dancing and colorful parades. the Philippines, have lots of festivals to celebrate, many famous festivals like the Ati-Atihan Festival in the Kalibo- Aklan a celebration in honor of St. Nino Reveler's; Sinulog Festival of Cebu City; Feast of Black Nazarene of Quiapo, Manila a festival center on image of the Black Nazarene; Dinagyang Festival of Iloilo City; Masskara Festival and etc.

The Cordillera Administrative Region has Panagbenga Festival of Baguio City, Ullalim Festival of Kalinga; Lang-ay Festival of Mountain Province; Abrenian Festival of Bangued Abra; Adivay Festival of La Trinidad, Benguet and Gotad Festival of Ifugao.

In Apayao, the Say-am Festival is celebrated every 14th of February. It also marks the founding anniversary of the province and Isnag's grandest feast. The province has seven (7) municipalities in which, each celebrates its unique festival. For instance, the Conner municipality celebrates the Panagbunga Festival or fruit basket of Conner. The festival can be traced from the initiatives of Mr. Ireneo Ortega, farmer-scientist. The first harvest festival in Conner was last October 8, 2003, which was sponsored by Techno-Gabay. Since the first festival was a success, another one was launched on October 12, 2006. This time it was already sponsored and coordinated with more agencies like Highland Agriculture and Resources Research and Development Consortium (HARRDEC) and its member agencies were invited to attend the activity. During the said event, the tourism of Conner had been boosted since many visitors and guest were amazed by the fact that fruits located in Davao are also seen in our municipality. Seeing this as an opportunity, the Local Government Unit of Conner, created a Celebration of the Panagbunga Festival as to which, many visitors come and join the Thanksgiving celebration to the Divine Providence for providing the abundance of fruits in Conner. According to (Santeramo & Lamonaca, 2018), Conner holds fruit harvest festival- a harvest festival aimed to promote fruit production in the vast lands of the Cordilleras and the whole of Luzon super region was recently held in the plantation of Magsasaka Siyentista awardees, Mr. Ireneo Ortega.

Also the celebration also became a great help to the community people, as well as the municipality itself, since it became a concrete promotion for the products and Conner as a whole. With this, the Panagbunga Festival is yearly celebrated in the municipality of Conner, Apayao, yet documentation of the

perceived significance of Panagbunga Festival for tourism promotion has not been conducted, hence this study.

The research aimed to determine the perceived significance of Panagbunga Festival in Apayao among the selected community members of Conner, Apayao, Philippines. Specifically, it sought to answer the following questions: What are the activities involved in Panagbunga Festival in Conner, Apayao?) What are the participants' perception of Panagbunga Festival in terms of: Tourism Significance, Cultural Significance, Socio-economic Significance. What are possible measures to promote Panagbunga Festival in Conner, Apayao?

## RESEARCH METHOD

### Research Design

The study made use of the descriptive survey method. The study described the activities involved in the Panagbunga Festival in Conner, Apayao, and the participants' perception in terms of tourism significance, cultural significance and socio-economic significance and the possible measures to promote the Panagbunga Festival in Conner, Apayao.

### Participants of the Study

There were one hundred ten (110) participants coming from the three (3) "regions" -Nabuangan, Barren and Calaoan in the Municipality of Conner, Apayao presented by the table below. The study made use of purposive sampling. The researcher chose community residents and students who had experienced the festival and also the farm owners who are participating in the festival and local officials who were involved in the activity.

**Table 1. Distribution of the Participants of the Study Research Instrument Instrumentation**

Type of Participants	Frequency
Officials (SB and Committee Chairman, Co-Chair,)	21
Local Government Unit Employees	26
Farm Owners	4
Community	49
Students	10
<b>Total</b>	<b>110</b>

Source: Data processed, 2021

The researcher employed survey questionnaire for the collection of the data. Part I covered the activities involved during Panagbunga Festival. Part II solicited the respondent's assessment of Panagbunga Festival significance to tourism, cultural and socio-economic aspects and Part III solicited the promotional activities for future Panagbunga Festival.

The instrument was developed by the researcher from his experiences and literature review. The tool was reviewed by content experts found in the College where the researcher is employed. The interview was also done to validate the data given by the participants.

## Data Analysis

The qualitative description was used to describe the activities during the Panagbunga Festival. The weighted mean was used to describe the perceived significance of the Panagbunga Festival. And ranking was employed on promotional activities for future Panagbunga Festival.

**Table 2. Mean Score and Qualitative Description**

Scale	Mean Score	Qualitative Descriptive
5	4.20 – 5.00	Strongly Agree/Highly Significant
4	3.40 – 4.19	Agree/ Very Significant
3	2.60 – 3.39	Uncertain/ Significant
2	1.80 – 2.59	Disagree/ Slightly Significant
1	1.00 – 1.79	Strongly Disagree/ Not Significant

Source: Data processed, 2021

## RESULTS AND DISCUSSION

### Activities Involved During Panagbunga Festival In Conner, Apayao

The following are the different competed activities during the First Panagbunga Festival up to the Third Panagbunga Festival Celebration as follows: Dance Presentation, Fruit display competition, Fruit-eating contest, Float parade competition

The different dance presentations during the Panagbunga Festival celebration are folk dance, Tadok dance (cultural dance), hip-hop, and street dance. These are contested dance presentations participated by the different line agencies within the municipality for the folk dance, students from secondary schools for the hip-hop and street dance, and Tadok dance (cultural dance) were participated by the different barangays of the municipality.

The fruit display competition was participated by the different barangays which consist of the following competed for categories such as (1) biggest durian and Pomelo, (2) heaviest jackfruits and guyabano, (3) highest volume of banana, Rambutan, lanzones and mandarin and (4) longest string beans and bottle gourd. The research results Maponya et al., (2014) in South Africa to expand the production of fruits and vegetables must be made a market complete with its marketing process and research results Abakemal et al., (2013) in Ethiopia the increase in agricultural production can be carried out using high-yielding varieties

The fruit eating contest was participated by the community and agency representatives. The winner will be the first who will able to eat all the fruits such as Rambutan and Pomelo and banana which is all of the equal quantity per contestant. The research Harumi & Meiliana, (2021) Fruit festival in Central Java aims to introduce the importance of nutrition to the community and Bergizi et al., (2021) the purpose of the agricultural festival to introduce nutritious, diverse, balanced, and safe local food. Reseach Moniaga et al., (2019) development of fruit agrotourism aims to create an independent and prosperous people's economy and sustainable rural environmental governance. The float parade competition was participated by all line agencies grouped according to the cluster. The float parade

was judged according to its concepts and theme portraying the festival theme and must have a tourism concept featuring the different tourist spots in the municipality. The winners were given a cash prize.

### **Farm Visits**

One of the activities during the Panagbunga Festival is farm visit to the major farm owner/producers of fruits in the municipality wherein tourist may opt to visit on site the fruit plantation. Enhancing adoption requires turning the vast amount of data collected on crop production into valuable decisions for the farmer (Mitchell et al., 2018) The research results Harning Pambudi & Setyono, (2018) strategy to develop Dewi Kano agrotourism is progressive by optimizing all existing potencies and opportunities.

These are the lists of farms of various farmers which are as follows:

The Ortega's Farm in Barangay Karikitan and Calafug is one of the famous attractions of the municipality especially when all the fruit-bearing plants in his farm begin to bear fruits on August to October. He has a number of hectares planted with lanzones, mandarin, perante, cacao, rambutan, and a number of durian trees and also a plantation of pineapple near his residence. Also, during harvest season, Mr. Ortega opens his farm for fruit picking. During the said activity, guest can pick as many as they can, eat as many as they can, but they will only pay a minimal amount.

The Bernardino Farm grows lanzones, rambutan, citrus, cacao and dragon fruits. It expands an area of about eight hectares with sloping terrain that leads to a forested area. The site is suited for a variety of farm experiences such as fruit picking, trekking around the farm and to the adjacent forest, fruit tree planting, and farm education tour. The farm also has an open space that is suitable for tent camping which eventually can be developed into farm resort facilities.

The Fayre's Farm in Barangay Karikitan owned of Mr. and Mrs. John Fayre primarily serve as a plant nursery selling grafted or budded tree seedlings of rambutan, lanzones, durian, mango, and citrus, and other various fruit tree farm supplies. Its location and site attributes can potentially provide the ideal setting for a roadside rest and refreshment area, a pasalubong center, and an educational and information facility on fruit tree growing in Conner.

The Farm of Cortel Family offers different fruit bearing trees such as citrus (calamandrin, mandarin, and pomelo), rambutan, lanzones, cacao and others. The area is best for agro educational tours since many seedlings are produced in the area. It is another interesting farm tourists or local should not miss in the municipality of Conner, Apayao.

### **Farmers Forum**

One of the significant activity during the festival is the farmer's forum where farmers are given a chance to have their consultation and dialogue with the oversight agencies such as the Department of Agriculture, Highland Agriculture, and Resources Research and Development Consortium (HARRDEC). The Forum aims to strengthen effective partnerships and collaborations between oversight agencies and Farmers Organizations in the province and region programs and investment projects as well as building their capacity and engaging in policy

dialogue initiatives. This is a significant activity since farmers are the primary reason why the municipality had created such festival.

### Search for Ms. Panagbunga Festival

The festival would not end without the highlight of the celebration which is the Search for Miss Panagbunga Festival. The pageant usually participated by the different representative of the three “regions” of the municipality. The contestants showcased their wit and beauty and the winner will be representing the municipality for the Miss Apayao in celebration of Say-am festival held at the month of February.

These are the major activities done during the celebration of Panagbunga Festival. Other than those mentioned above, the Agro-Industrial Fair Exhibit also highlights the celebration where different barangays showcased their agricultural products, handicrafts, and other products produced. The celebration would not end without the most awaited “eat all you can” fruits served at the municipal gymnasium.

### Perceived Significance of Panagbunga Festival

**Table 3. Perceived Tourism Significance of Panagbunga Festival**

<b>Tourism Significance</b>	<b>Weighted Mean</b>	<b>Descriptive Scale</b>
1. To invite people from different places to show them that Conner is the fruit basket of the North	4.92	Strongly Agree/ Highly Significant
2. It showcased the Municipality of Conner as the fruit basket of the North.	<b>4.95</b>	Strongly Agree/ Highly Significant
3. It improves cultural and physical resources of an area that makes possible the successful hosting of events.	4.90	Strongly Agree/ Highly Significant
4. This is an instrument for promoting tourism	4.87	Strongly Agree/ Highly Significant
5. Harvesting fruits is a growing form of leisure	4.88	Strongly Agree/ Highly Significant
6. The festival provides interesting activities annually for people	4.91	Strongly Agree/ Highly Significant
7. The festival becomes a travel attraction due to its unique features (farm visits, cultural show, etc.)	4.89	Strongly Agree/ Highly Significant
<b>Categorical Mean</b>	<b>4.90</b>	<b>Highly Significant</b>

Source: Data processed, 2021

In terms of the tourism significance of the Panagbunga Festival, the participants perceived the Panagbunga Festival as Highly significant, with a categorical mean of 4.90. The item, “It showcased the Conner as the fruit basket of the north” has the highest weighted mean of 4.95, Highly Significant. This implies that the Panagbunga Festival represents a big event that showcases the place, its culture, and its products. Moreover, it became a tourist attraction, since people from the different places participated and enjoyed the harvest fruits. It also invited

people from different places to buy fruits and visit Conner. This means that Panagbunga Festival promotes Conner itself, and also its fruit product. The participants strongly agreed that the annual celebration of the Panagbunga Festival promotes Conner as the fruit basket of the north and an instrument for promoting tourism. Panagbunga Festival provides interesting activities annually for people with a mean of 4.91 because through the annual celebration of Panagbunga Festival there were many activities like the “eat all you can” for fruits, dance presentation, fruit displayed, most attractive float competition and the most highlight the search for Ms. Panagbunga. Panagbunga Festival improves the cultural and physical resources of an area. This implies that the Local Government Unit efforts to improve aspects of the municipality, the gymnasium, roads, and other infrastructure to accommodate a large number of people and to attract more visitors. Also, serving fruits and giving “pasalubong” to the visitors can encourage them to join in the next Panagbunga Festival., Festival and Special Events are among the fastest growing forms of leisure and tourism-related phenomena. Research results Cookson & Stirk, (2019) in Minahasa Regency, the government supports the festival of agricultural products more in newspaper media in news format, while for advertising media published for television statistics, or radio, it is still not used The staging of festivals or major events is very important from the perspective of destination marketing.

**Table 4. Perceived Cultural Significance of Panagbunga Festival.**

<b>A. Cultural significance</b>	<b>Weighted Mean</b>	<b>Descriptive Scale</b>
1. The people used to serve fruits with native delicacies during this occasions	4.88	Strongly Agree/ Highly Significant
2. The festival enhanced local pride in culture	<b>4.90</b>	Strongly Agree/ Highly Significant
3. The festival is an avenue to expose indigenous customs like dances and music	4.86	Strongly Agree/ Highly Significant
4. The festival can increase appreciation of Apayao culture among some visitors / new people	4.87	Strongly Agree/ Highly Significant
5. The festival can instill in people to become "fruit lovers."	4.89	Strongly Agree/ Highly Significant
<b>Categorical Mean</b>	<b>4.88</b>	<b>Highly Significant</b>

Source: Data processed, 2021

Table 4 showed that in terms of the cultural significance of the Panagbunga Festival, the participants perceived it as highly significant since it has a categorical mean of 4.88. The participants provided the highest mean score to the item, “the festival enhanced local pride in culture” with a mean of 4.90. This means that Panagbunga Festival showcased the different cultural activities and the different products of the municipality. Also, the festival instilled how the people considered themselves as fruit lovers. This implies that the Panagbunga Festival showcased the bountiful bearing fruits and nutritional values of fruits.

Furthermore, during the three (3) years of the Panagbunga Festival, the people used to serve fruits with native delicacies. The municipality has abundant fruits. The Panagbunga Festival increased the appreciation of Apayao culture among a number of visitors with a mean of 4.87. This means that the Panagbunga Festival is a way of increasing visitor's appreciation of what Conner can offer to them. The participants strongly agreed that it is an avenue to expose the indigenous customs like dance and music with a mean of 4.86. This can be attributed to the presence of dance and music presentation.

**Table 5. Perceived Socio-economic Significance of Panagbunga Festival.**

<b>Socio-economic significance</b>	<b>Weighted Mean</b>	<b>Descriptive Scale</b>
1. Improve the standard of living of the farmers.	4.85	Strongly Agree / Highly Significant
2. Spending venues (monetary) for both local people and tourist	4.83	Strongly Agree/ Highly Significant
3. Improves employment	<b>4.87</b>	Strongly Agree/ <b>Highly Significant</b>
<b>Categorical Mean</b>	<b>4.85</b>	<b>Highly Significant</b>

Source: Data processed, 2021

In terms of the socio-economic significance of the Panagbunga Festival, the participants have a categorical mean of 4.85, with a description of highly significant. The participants strongly agreed through celebrating Panagbunga Festival, "It improved employment" with a mean of 4.87. This means that more farmers became fruit producers and marketing of the products means employment. The participants also agreed that the Panagbunga Festival improved the standard of living of the farmers were evident. The research results Ayoola, (2012) in Middle Belt Region of Nigeria the factor that affects the participation of people interested in agriculture is being able to live close to nature. This can be attributed to planting more fruit-bearing trees; this product will generate income in the future.

**Table 6. Promoting Measures for future Panagbunga Festival in Conner, Apayao.**

<b>Promotional Activities</b>	<b>Frequency</b>	<b>Ranking</b>
Internet		
Facebook	98	4
Google	98	4
Radio	103	3
Live coverage	104	2
Magazines	92	5
Newspaper, Brochure, Pamphlets	92	5
Television Advertising	107	1
Tarpaulins	61	6

Source: Data processed, 2021



Based on the findings of the study, televisions ranked first. Most of the participants identified TV ads as promotional measures for the future Panagbunga Festival in Conner, Apayao. This was probably because television nowadays is the most commonly used for advertising. Almost all households have a TV. Live coverage was the second promotional tool followed by radio. Mass media are strong promotional measures for the future Panagbunga Festival.

## CONCLUSION

The Panagbunga Festival of Conner, Apayao is a tourist attraction in the locality. It can provide the opportunity for promotion to the increase of fruit production within the municipality and the realization of its vision to become the fruit basket of the north. Likewise, more aggressive promotional activities for the future Festival can involve a non-print media like live coverage from television and radio stations.

## RECOMMENDATIONS

Based on the conclusions, the following are recommended: The Local Government Unit of Conner, Apayao should continue to sustain and strengthen the Panagbunga Festival. The farmers and community people should sustain the fruit production for the next years of festivals. Another research should be conducted to determine the impact of the Panagbunga Festival in the next years to come.

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